

Transition from Traditional to E-Commerce in Consumer Habits with Reference to Navi Mumbai

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Abstract

We all know that the world is changing quickly, and the fast growth of digital technology has greatly affected how people buy things, especially in places like Navi Mumbai. This study looks at how consumer shopping habits have changed from using traditional stores to shopping online. Before, people in Navi Mumbai mostly bought from physical stores like Kirana shops, where they could check products in person, talk to shopkeepers, and feel satisfied with their purchases right away. But now, with more people having access to the internet, using smartphones, getting big discounts, and liking the convenience of online shopping, there has been a big shift towards buying things online. The research covers the main reasons for this change, such as saving time, having access to more products, better prices, and the growing use of digital payments. It also talks about how the COVID-19 pandemic made people switch to online shopping faster, especially across different age groups. The pandemic really helped online shopping become more popular. By focusing on Navi Mumbai, which is a growing urban area, the paper explores what local shoppers prefer, the difficulties they face when trying to use online shopping, and the rising trend of mixing online and offline shopping.

Keywords: E-Commerce, Navi Mumbai, Online Shopping, COVID-19 Impact, Consumer Behaviour, Buying Habits, Hybrid Shopping Behaviour.

1. Introduction

Shopping has always been a big part of daily life, and how people do it has changed a lot over the years. In the past, most people liked to go to local markets, small shops, or big malls to get what they needed. In places like Navi Mumbai, going out to shop wasn't just about buying things it was also a way to spend time with family and enjoy the experience of shopping. But as we know the rise of internet and smartphones, a new shopping method became is becoming popular that is online shopping or e-commerce. Now, many people prefer buying things online because it saves time, gives more options, and lets them shop from home. This change is especially clear in busy cities like Navi Mumbai, where people have hectic schedules and are always connected to technology. The COVID-19 pandemic also helped change how people shop. During that time, many started buying daily needs online, and even after things went back to normal, this trend continued. At the same time, traditional shopping hasn't gone away completely, as some people still like to see and feel products before they buy them. This study looks at how shopping habits in Navi Mumbai are changing from old ways to online shopping. It also explores why this change is happening and how both traditional and online shopping still exist together in today's market.

2. Literature Review

1. KPMG 2020 Indian Retail Report: Several reports and research studies have examined the changing nature of consumer behaviour in India, especially with the growth of e-commerce. According to the KPMG (2020) Indian Retail Report, the retail sector has experienced a major shift in recent years, particularly during the COVID-19 pandemic. Consumers have become more digitally aware and comfortable using online platforms. The report also highlights that safety, convenience, and a contactless shopping experience have become important factors influencing buying decisions, leading to a rise in online shopping.

2. The Deloitte (2021) Consumer Trends Report: It also supports this view by stating that digital adoption has increased rapidly among both consumers and retailers. Technology, convenience, and customer experience are now key drivers of retail growth. The report further explains that many businesses are adopting an omnichannel approach, combining both online and offline methods to meet changing customer expectations.

3. Gupta and Sharma (2019): In their study on online consumer behaviour, found that convenience, time-saving, and easy price comparison are some of the main reasons why

consumers prefer e-commerce platforms. Their study also points out that younger consumers are more likely to adopt online shopping due to their familiarity with technology and digital tools.

4. Verma (2020): The transformation of the Indian retail sector and observed that traditional retail is gradually adapting to digital changes. The study explains that while e-commerce is growing rapidly, physical stores are still relevant, especially for products where customers prefer to check quality before purchase. This shows that both forms of retail continue to coexist.

5. Articles from Google Scholar and industry sources:It indicates that increasing smartphone usage and internet penetration have played a major role in boosting online shopping in India. A large number of consumers now rely on digital platforms not only for purchasing but also for gathering product information and comparing options.

3. Objective Of the Study

1. To understand how consumer buying habits have changed from traditional shopping to e-commerce in Navi Mumbai.
2. To identify the main reasons that encourage people to prefer online shopping over physical stores.
3. To compare consumer satisfaction levels between traditional and online shopping.
4. To analyse the impact of digital payments and internet usage on shopping behaviour.
5. To analyse demographic factors affecting the adoption of e-commerce.

Hypothesis

H₀ (Null Hypothesis): There is no significant change in consumer buying habits from traditional retail to e-commerce in Navi Mumbai.

H₀₁: Convenience and time-saving do not significantly influence consumers to prefer online shopping.

H₀₂: Consumers in Navi Mumbai do not show a preference for hybrid shopping (combining online and offline).

H₁ (Alternative Hypothesis): There is a significant change in consumer buying habits from traditional retail to e-commerce in Navi Mumbai.

H₁₁: Convenience and time-saving significantly influence consumers to prefer online shopping.

H₁₂: Consumers in Navi Mumbai show a preference for hybrid shopping (combining online and offline).

4. Research Methodology

The study aims to understand the shift in consumer habits from traditional shopping to e-commerce in Navi Mumbai.

1. Research Design

This research uses a **descriptive design** to examine consumer preferences, behaviour, and factors influencing online and offline shopping.

2. Data Collection

Primary Data:

1. A structured questionnaire was prepared using Google Forms.

2. 260 responses were collected from residents of Navi Mumbai.

3. The questionnaire included sections on:

- Demographics – Age, Gender, Occupation and Area of resident.
- Shopping Behaviour – preferred mode of shopping, frequency, types of products bought online/offline.
- Factors Influencing E-Commerce – reasons for online shopping, importance of convenience, price, variety, delivery, and return policy.
- Experience & Satisfaction – platforms used, satisfaction level, and problems faced.
- Comparison & Future Preference – views on online vs traditional shopping, favourite aspects of offline shopping, and plans for future online shopping.

Secondary Data:

Reports and articles from KPMG, Deloitte, Google Scholar and industry sources were used to understand broader trends in consumer behaviour.

3. Sampling Technique

- Convenience sampling was used to collect responses from people who were accessible online.
- Respondents included students, working professionals, homemakers, and business people across Navi Mumbai.

4. Data Analysis:

- Responses were analysed using tables, percentages, Graphs and charts.

5. Data Analysis and Interpretation

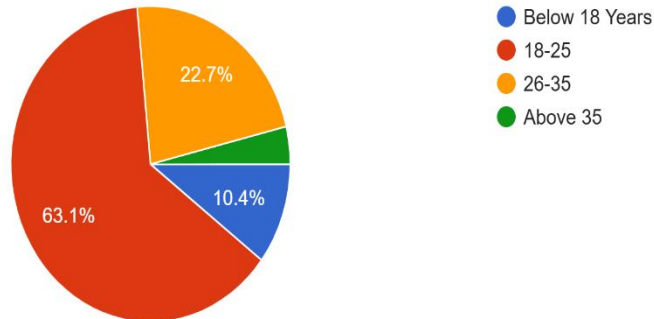
1. Demographic Analysis

The majority of respondents belong to the 18–25 age group, followed by respondents below 18 and those between 26–35. Very few respondents fall in the above 35 category.

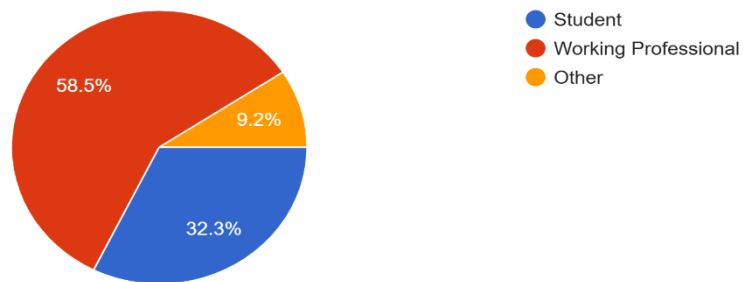
In terms of occupation, most participants are students and working professionals, indicating that the sample largely represents young and economically active individuals.

The respondents are mainly from urban areas such as Panvel, Nerul, and Vashi, suggesting that the findings reflect urban consumer behaviour.

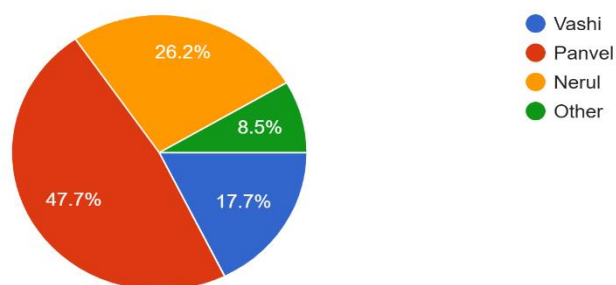
Age Group
260 responses



Occupation
260 responses



Area of Residence
260 responses



Interpretation:

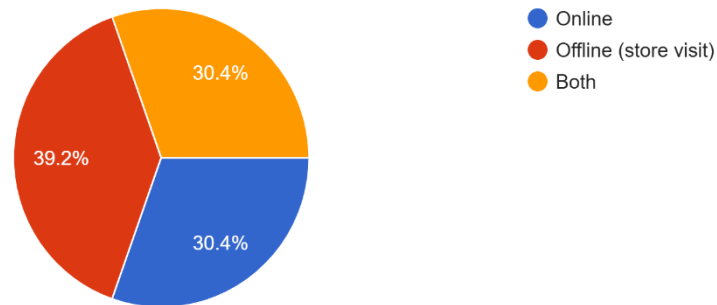
Young consumers are more engaged in online shopping activities, likely due to higher digital exposure, familiarity with mobile applications, and ease of internet access.

2. Preference for Mode of Shopping

A large proportion of respondents prefer both online and offline shopping, while a smaller group prefers only online shopping. Very few respondents rely solely on offline shopping.

1. Which mode of shopping to you prefer?

260 responses



Interpretation:

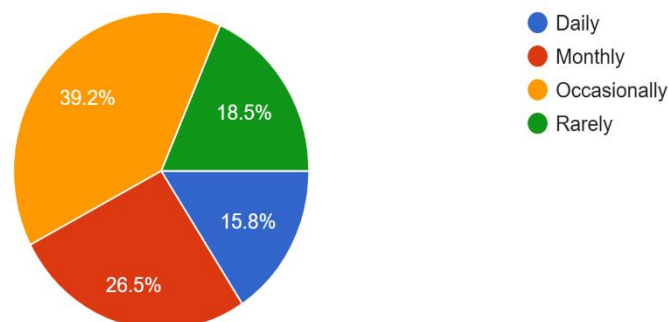
This indicates that although online shopping is popular, traditional shopping methods still hold relevance. Consumers tend to switch between both modes depending on the product type, urgency, and personal preference.

3. Frequency of Online Shopping

The responses show that most consumers shop online occasionally or monthly, while a smaller segment shops online daily, mainly for groceries.

2. How often do you shope online?

260 responses



Interpretation:

Online shopping is not always a daily activity for most users, except in the case of essential goods. This suggests that convenience-driven categories like groceries have higher purchase frequency compared to discretionary categories like clothing or electronics.

4. Types of Products Purchased Online

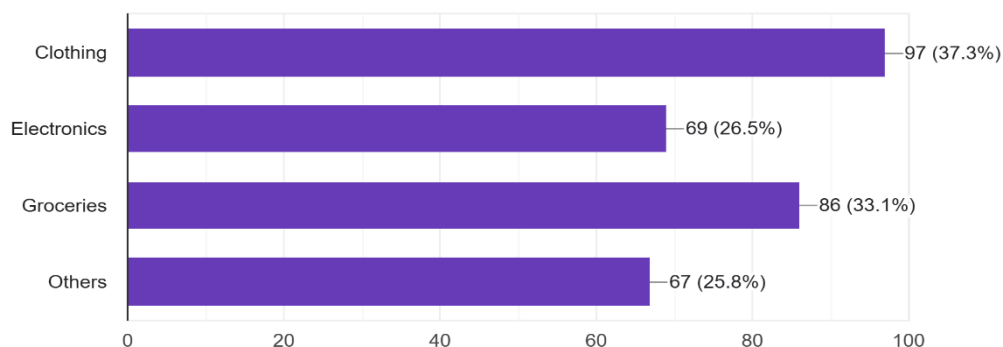
The most commonly purchased products include:

- Clothing
- Groceries
- Electronics

Clothing appears to be the most dominant category among respondents.

3. What type of products do you mostly buy online?

260 responses



Interpretation:

Consumers prefer online platforms for products that offer variety and competitive pricing. The growth of grocery delivery services also indicates increasing reliance on online platforms for daily needs.

5. Factors Motivating Online Shopping

The main factors influencing online shopping are:

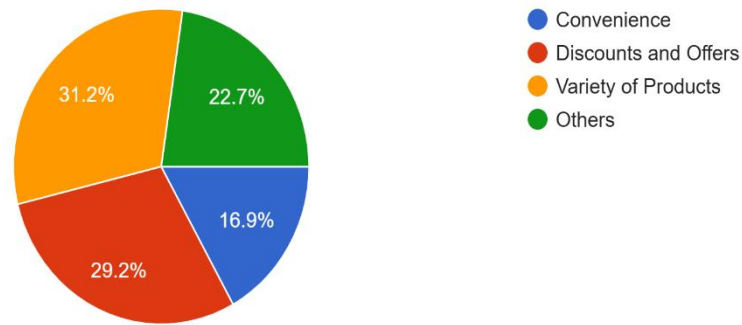
- Discounts and offers
- Convenience

- Variety of products

Among these, discounts and offers are the most significant motivator.

4. What motivates you to shop online?

260 responses



Interpretation:

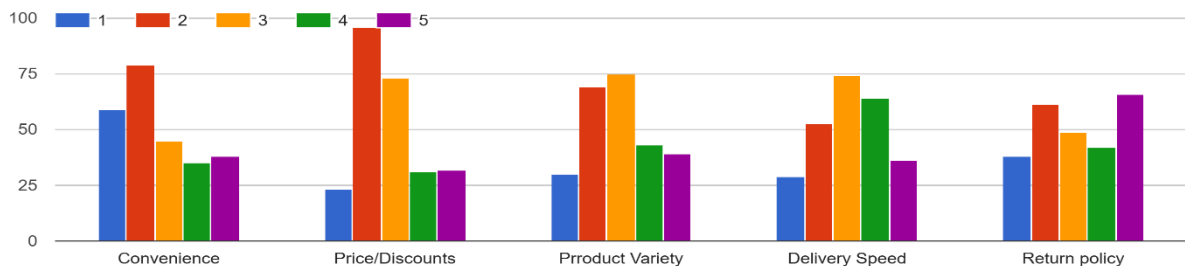
Consumers are highly price-sensitive and are attracted by promotional deals. Convenience also plays an important role, especially for time-saving and ease of access.

6. Importance of Various Factors

Based on the ratings provided:

- Price/Discounts received the highest importance
- As it is shown Convenience and Product Variety is also important
- Delivery Speed and Return Policy were also important but comparatively less prioritized

5. Rate the importance of the following factors.



Interpretation:

While cost-saving remains the primary concern, consumers also value ease of use and availability of options. However, post-purchase services like returns and delivery still influence overall satisfaction.

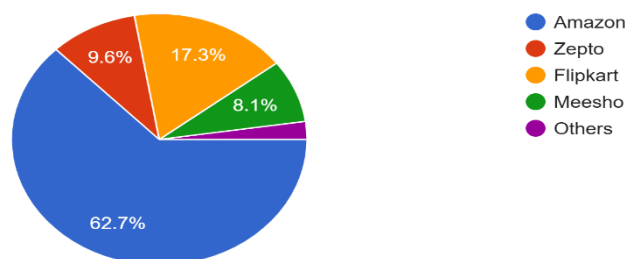
7. Platform Preference

The most frequently used platforms among respondents are:

- Amazon
- Flipkart
- Zepto (for groceries)
- Meesho

6. Which platform do you use most frequently?

260 responses



Interpretation:

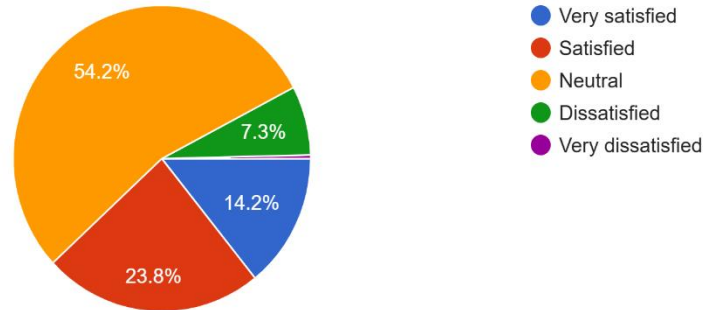
Established platforms like Amazon and Flipkart dominate due to trust and wide product range, while quick-commerce platforms like Zepto are gaining popularity for daily essentials.

8. Customer Satisfaction Level

Most respondents reported being satisfied or very satisfied with their online shopping experience. A moderate number expressed neutral opinions, while very few reported dissatisfactions.

7. How satisfied are you with online shopping?

260 responses



Interpretation:

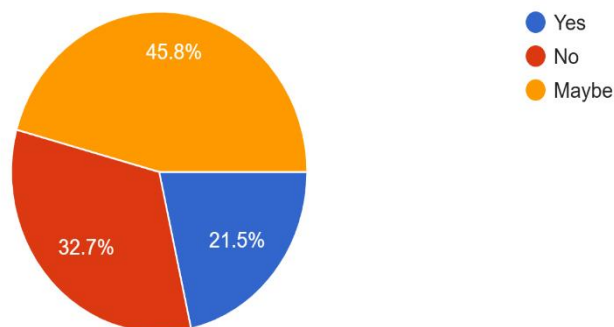
This indicates that online shopping platforms are generally meeting customer expectations. However, the presence of neutral and dissatisfied users suggests room for improvement.

9. Perception of Online vs Traditional Shopping

A significant number of respondents believe that online shopping is better than traditional shopping, while others remain uncertain or disagree.

8. Is online shopping is better than traditional shopping?

260 responses



Interpretation:

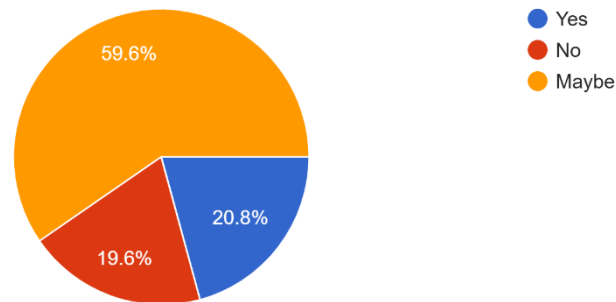
Although online shopping is gaining acceptance, traditional shopping still holds importance due to factors like physical inspection of products and immediate purchase.

10. Future Intentions

Most respondents indicated that they will continue shopping online in the future.

9. Will you continue online shopping in future?

260 responses



Interpretation:

This reflects strong growth potential for the e-commerce industry and increasing consumer reliance on digital platforms.

11. Key Issues Identified

From the suggestions provided by respondents, the following issues were commonly observed:

- There is a Mismatch between product description and actual product given.
- Delays in delivery
- Complicated return and refund processes
- Lack of trust in some sellers

Interpretation:

Trust and reliability remain critical concerns. Even though customers are generally satisfied, these issues can negatively impact long-term loyalty.

12. Suggestions for Improvement

Respondents suggested several improvements, including:

1. Let users track return and refund status easily.
2. Transparency in ratings Show rating distribution.

3. Scan items to find online.

4. Delivery time and quality of the product

5. Green delivery options Choose eco-friendly shipping.

6. Digital fitting rooms Try clothes virtually.

These were the few suggestions given by people.

Interpretation:

Consumers expect continuous improvement in service quality, especially in logistics, transparency, and user experience.

Overall Interpretation

The analysis shows that online shopping has become an integral part of consumer behaviour, especially among younger individuals. Factors such as affordability, convenience, and variety drive usage, while issues related to trust and service quality still need attention.

Although online shopping is widely accepted, it has not completely replaced traditional shopping. Consumers prefer a combination of both, depending on their needs and circumstances.

DISCUSSION

The study shows that online shopping has become a common practice, especially among young consumers. Most respondents prefer using both online and offline modes, which means that traditional shopping still has its importance. Online platforms are mainly used for convenience, better prices, and a wider variety of products.

Discounts and offers play a major role in influencing purchasing decisions. Many respondents shop online occasionally or monthly, while daily usage is mostly limited to grocery purchases. This indicates that online shopping is more frequent for essential items compared to non-essential ones.

Although most respondents are satisfied with their experience, some concerns were highlighted. Issues like product quality mismatch, delayed delivery, and complicated return processes still affect customer trust. This shows that while the overall experience is positive, there is still room for improvement.

6. Key Findings

- The majority of respondents belong to the 18–25 age group, showing that young people are the main users of online shopping.
- Most consumers prefer a combination of online and offline shopping rather than relying on only one mode.
- Clothing, groceries, and electronics are the most commonly purchased products online.
- Discounts and offers are the most important factor influencing online purchases.
- Most respondents are satisfied with online shopping, but some remain neutral due to certain issues.
- Key problems include delivery delays, product quality issues, and return/refund difficulties.
- A large number of respondents are willing to continue online shopping in the future, showing strong growth potential.

7. Conclusion

This study on the transition from traditional shopping to e-commerce in consumer habits with reference to Navi Mumbai shows that there is a clear shift towards online shopping, especially among the younger population. Consumers are increasingly choosing online platforms because of convenience, attractive discounts, and the availability of a wide variety of products.

At the same time, the findings also highlight that traditional shopping has not completely disappeared. Many consumers still prefer offline shopping for certain products where they want to physically check quality, size, or authenticity. This indicates that the transition is gradual rather than complete, and both modes of shopping currently coexist.

The overall response suggests that while online shopping is widely accepted and growing rapidly in areas like Navi Mumbai, issues such as product quality, delivery delays, and return processes still influence consumer trust. Improving these aspects can further strengthen the shift towards e-commerce.

In conclusion, consumer behaviour in Navi Mumbai is clearly moving towards e-commerce, but the transition is still in progress. With continuous improvements in service quality and trust, online shopping is likely to become even more dominant in the future.

8. Limitation Of Study

- The study is based on responses from 260 participants, which may not fully represent the entire population of Navi Mumbai.
- Most respondents belong to the younger age group, so the views of older consumers may not be equally reflected.
- The study is limited to selected areas like Panvel, Nerul, and Vashi, and may not cover all regions of Navi Mumbai.
- Consumer behaviour keeps changing over time, so the findings reflect only the situation during the period of data collection.

9. Scope Of Future Research

This study provides a basic understanding of the transition from traditional shopping to e-commerce in Navi Mumbai, but there is still scope for further research.

Future studies can include a larger and more diverse sample size to get a better representation of the population. More focus can be given to older age groups to understand their preferences and challenges in adopting online shopping.

Further research can focus on specific aspects such as customer trust, digital payment systems, delivery services, and return policies, as these play an important role in shaping consumer decisions. Overall, there is wide scope to explore how consumer behaviour will continue to evolve as e-commerce grows in the coming years.

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